**Participant 1**

**Interviewer**: I greatly appreciate your willingness to participate in my dissertation research and value the time and contribution you are making. Thank you!

**Participant**: It's my pleasure to take part in this interview. Thank you for having me!

**Interviewer**: I've sent you the list of companies, so that's the company we are going to look after for the next three questions. So yeah, you can just have a look at all these companies and say, which company that you're not aware of?

**Participant**: Yep. Um, I've heard of Gap, but I've never been to one. Otherwise, oh yeah, Topshop as well. I've never been to one, but otherwise, I've been to all of them.

**Interviewer**: So the third question is, select from the above-listed brands that you follow on social media pages?

**Participant**: H&M. Levi's. JD, Primark .River Island, yeah.

**Interviewer**: So among these brands, which brand has the best online website for part shape of buying clothes online?

**Participant**: I think it would be H&M for me. It's between H&M and Levi's.

**Interviewer**: So, have you ever come across virtual reality tools being used in the fashion industry?

**Participant**: Yes.

**Interviewer**: Okay. In what ways do you feel that virtual reality tools can contribute to sustainability in the fashion industry?

**Participant**: I think people shop virtually and when you get the products, it does not match you as you imagined it to be. And through virtual reality, you know how it looks on you before even you buy it or you get it in hand. So I think that way it reduces waste.

**Interviewer**: So, in your opinion on a rebranding of fast-fashion brands towards sustainability, what is your opinion on it like?

**Participant**: Yeah. It is a very good movement towards sustainability, especially when it's from an industry like the fashion industry, it creates an impact because everyone uses it.

**Interviewer**: How do you perceive fast fashion brands and recent rebranding efforts toward sustainability?

**Interviewer**: Do you think it's genuine and effective?

**Participant**: Some are genuine and are doing a really good job of being sustainable. Yeah, and some could improve.

**Interviewer**: How do platforms like Instagram, and TikTok influence your perception of local versus global fast-fashion brands?

**Participant**: Yeah. I think influencers have a great effect on what you choose, and brands like H&M and Levi's are global fashion brands. And they have global fashion as in you get a globally welcome trend. But brands like River Island, they get they have more of a local trend like you get designs that are more locally popular. And I think that is one of the factors that I would consider when I'm buying something and I think those kinds of promotions are more effective when it comes to influencers.

**Interviewer**: Can you describe a specific instance that social media impacted your decision to buy from either a local or a global fashion brand?

**Participant**: Yeah, similarly as I said before, when I see advertisements about different brands and when I compare them, I think I prefer brands like H&M and Levi's because they have a more globally trending fashion rather than just locally focused.

**Participant**: I think that has influenced me to buy one more than the other.

**Interviewer**: How has the pandemic affected your awareness of environmental and social justice issues in the fashion industry?

**Participant**: So with the pandemic, me personally, I started online shopping much when I compared it with before the pandemic. So I think with online fashion, you get to buy it and then you can return it if you don't like it, right? And these kind of things, these kind of transactions cause sustainability issues. And I think I became more aware of these kinds of issues once I started buying online. And I think it would be the same for others. I'm not sure, but I think starting online shopping more has made me aware of the sustainability issues connected with it.

**Interviewer**: So, do you believe this awareness will lead to a lasting shift for years and years?

**Participant**: I do. Because, yeah, because sustainability is becoming a very big issue at the moment, globally. So I think everyone wants to play to that trend if you know what I mean, yeah.

**Interviewer**: So, okay, what drives your interest in London fashion retail, especially for unique or luxury items?

**Participant**: It's usually the designs and sometimes the brand value.

**Interviewer**: How do you think the shopping behavior of tourists affects the fashioned retail landscape in London?

**Participant**: Yeah, so tourists, when they come to London, they want to get something that is locally familiar to London so that they have a souvenir and that promotes local brands like River Island. So I think it influences the market a little bit, yes.

**Interviewer**: So how much do influence marketing and targeted ads on social media affect your purchasing decision?

**Participant**: I think very much.

**Interviewer**: What is your experience with fashion brands involving consumers in product development?

**Participant**: I think once or twice. I don't think it is in the fashion industry, but yes, I have had a chance to give feedback on products. And I think it's very effective because you get live feedback from your audience.

**Interviewer**: How does a brand's responsiveness to a comment um in social media?

**Participant**: I think it would make me feel like the brand is more reliable and customer-friendly. So it would make me want to buy from them more.

**Interviewer**: Do you think integration of digital technology like VR in online shopping can enhance your shopping experience with fashion brands?

**Participant**: I think yes, yeah. It would be similar to virtual, like trying products virtually, I guess.

**Interviewer**: So how does a fashion brand's activism on social media impact your awareness and involvement in similar causes like sustainability and diversity campaigns?

**Participant**: Yeah, I guess so yes.

**Interviewer**: So, how does a brand use sustainable material, like organic cotton?

**Participant**: You know, instead of going to something you know, like a non-organic thing, which takes a life, you know, like a very long life to degrade. Instead, organic cotton can easily, you know, like degrade and it's environmentally friendly.

**Interviewer**: So how do you perceive brands that use social media for green marketing compared to those using traditional methods uh In what ways does this impact your trust and loyalty?

**Participant**: I think I would prefer a company that does green marketing because um you know, uh you have your information to contact the brand and all uh readily available rather than a palmate or like a banner, uh if you lose it, if you lose a palhlet, you don't have any contact information, you know. So these little things might influence me uh choose a brand that the screen marketing over the traditional method.

**Interviewer**: Okay. So yeah, so that's the end of our interview, and thanks a lot for your response.

**Participant**: Okay, thank you.